

Advancing the Team Member Experience

Spotlight on Communication

Frequent, transparent communication builds trust, increases engagement, and reduces uncertainty and anxiety. Although you may feel as though you're over communicating at times, team members may need to hear messages in different ways and through different channels. Take a look at some of the creative ways we're communicating with our team members!

Text messaging



LIJ Valley Stream (LIJVS) and North Shore University Hospital (NSUH) leverage an opt-in text alert system to share information quickly and effectively. Approximately 470 LIJVS team members receive texts informing them of HR initiatives, such as the annual flu prevention campaign, and promoting participation in on-site events. Approximately 1800 team members who opted-in at NSUH also receive a link to their weekly newsletter, which focuses on inspiring, informing, and supporting team members.

Yammer

Beyond sharing information, Yammer and other virtual platforms are being utilized to communicate with team members and foster social connection in a more interactive way, both within and across sites. Over 300 public and private Yammer groups have been created at Northwell where users can share stories, photos, and ideas on a wide variety of topics. Relax with Physician Affinity Diversions (RxPAD) leverages Yammer to provide physicians with similar passions a new way to socialize and develop friendships, which can serve as a critical social support network during challenging times. Currently, Phelps Occupational Therapy is exploring ways to use the platform to connect with other occupational therapists across Northwell.



Our journey together

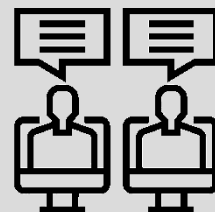


Communicating Progress & Accomplishments

North Shore University, Plainview, and Syosset Hospitals are among our sites that share success stories of direct actions taken either as a result of team member feedback in the 2019 survey or to address the challenges of the pandemic on a large scale. All three sites communicate this information to team members through their **newsletters** and by creating **large posters** placed in high traffic areas. Use this [template](#) to share your team's successes and accomplishments.

Town halls

Although town halls are utilized frequently across the organization as an effective way to communicate critical information to team members, Staten Island University Hospital (SIUH) takes this approach a step further by sharing "[The Town Hall Review](#)" after every session to follow-up on specific questions that team members asked at the meeting. A **green, yellow, red light format** is used to visually represent the **status** of these questions in being answered.

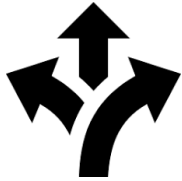


Interested in learning more about any of these initiatives?
Please contact empexperience@northwell.edu

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Key takeaways to communicating effectively with your team



Use different channels

Understand how your team likes to receive information (e.g., email, text, in-person) and utilize different formats to communicate the same message (e.g., newsletters, posters, town halls, team huddle). Oftentimes we need to hear the same message in different ways using different channels to fully understand.



Be visible and accessible

Be where your team members are – walk the floor, check in with them via MS Teams, a text, or a call. Remind your team that you're available and take initiative to chat informally to build trust and ensure everyone is informed.



Be transparent

Be honest and clear using simple language that is easy to understand. It's essential that you are a trustworthy resource. Don't be afraid to say, "I don't know, but I will find out."



Follow Up

Ensure your team members feel informed and supported. Set aside additional time with new hires, debrief large meetings (e.g., town halls) with the team to confirm understanding and answer any questions, and keep the team updated on the status of projects, suggestions, and questions.

"The single biggest problem in communication is the illusion that it has taken place."

– George Bernard Shaw